

**CITY OF NEWPORT BEACH  
BALBOA VILLAGE ADVISORY COMMITTEE MINUTES**

Location: ExplorOcean

600 East Bay Avenue

Wednesday, March 12, 2014 - 4:00 p.m. to 5:30 p.m.

**I. Call Meeting to Order**

Council Member Petros called the meeting to order at 4:03 p.m. He thanked those in attendance for participating in the process and noted that Council Member Henn would be absent due to a conflict. The following persons were in attendance:

**Balboa Village Advisory Committee Members:**

Tony Petros, Council Member

Ralph Rodheim, Balboa Village Merchant Association Member

Grace Dove, Central Newport Beach Community Association (arrived at 4:51 p.m.)

Tom Pollack, ExplorOcean Representative

Jim Stratton, At-Large Representative

**Staff Members:**

Kimberly Brandt, Community Development Director

Brenda Wisneski, Deputy Community Development Director

Brad Sommers, Senior Civil Engineer

Fern Nueno, Associate Planner

**II. Public Comment on Non-Agendized Items**

Interested parties were invited to address the Committee on Non-Agendized Items.

There being no one wishing to address the Committee, Council Member Petros closed the Public Comment on Non-Agenda Items portion of the meeting.

**III. Approval of Minutes**

Recommended Action: Approve February 12, 2014 Minutes

Council Member Petros noted that Council Member Gardner's name needed correction.

**Action: Committee Member Ralph Rodheim moved to approve the minutes of the February 12, 2014 meeting as amended; Committee Member Jim Stratton seconded the motion, which carried unanimously.**

**IV. Bicycle Master Plan – Paul Martin, Alta Planning + Design**

Recommended Action: Review Draft Bikeways Plan and provide recommendations for the Balboa Village area to the Bicycle Master Plan Oversight Committee

Council Member Petros introduced the item and deferred to Paul Martin for a presentation.

Paul Martin, consultant from Alta Planning and Design, discussed the Bicycle Master Plan Project and presented slides to outline the project purpose and goals of the plan. It is to create a comprehensive network with an eye for sustainability and a connection with the community and bicycle network throughout the City. The plan also seeks to educate and encourage the community and youth on bicycle safety, as well as working with law enforcement to monitor progress. Details of the draft network were displayed, noting that these plans are available for viewing on a dedicated website and the public is encouraged to leave comments, inputs, and ideas. On May 31<sup>st</sup> at West Coast Highway, a table will be set up for cyclists to weigh in on the development of the Master Plan. The City Council will review the Master Plan in the fall.

Council Member Tony Petros noted the importance of funding and focusing on what the most desirable mode of transportation is within Newport Beach.

Tom Pollack stated that bicycles are a staple of the City and that he hopes the plan will include parking for bicyclists and offer lit wayfinding signage.

Jim Stratton added that it is important to encourage bicyclists to ride in the area and that there needs to be bicycle storage space that will not be an eyesore.

Ralph Rodheim stated that he would prefer to ride down the ocean path, as opposed to riding in a bike lane down Balboa Boulevard.

Council Member Petros discussed the bike share program and added that he would like to see remote parking off of congested locations and off the peninsula so visitors could park and rent a bike.

Bill Dildine noted that at the last Bicycle Master Plan Oversight Committee meeting, there were two letters about extending the path beyond the wedge and onto the beach, yet that provides problems with residents.

Alison Ryffel, Balboa Peninsula Point Association, responded that the association has been working closely with the police department and the City to configure a safe way to mitigate the safety problem residents' face.

Janis Dinwiddie discussed the Centennial celebration.

Howard Hall added that extending the trail down to the wedge will remove bike and pedestrians from the street, which will alleviate conflicts with vehicles, but residents on Ocean Front could be the only parties to object to extending the trail.

Ralph Rodheim stated that a walking path and a riding path back and forth from the

wedge will not be in the plans.

Jim Mosher stated that he comes to Balboa once a month to attend meetings and only comes by bike. He noted that if signage is overdone, it can be overwhelming and also that he ties his bike to the railing because of the way he approaches the building and the inability to find a bike rack.

Council Member Petros added that wayfinding does not have to be a sign, but there should be a common color or sign to alert bicyclists of parking locations for bikes.

Alison Ryffel noted the hordes of bicycles piled up in front of Cabo Cantina recently, and the subsequent need for organized bike parking and signage.

Brad Sommers added that parking and wayfinding need to be convenient, simple, and effective.

Council Member Petros thanked the staff and the community for their dedication to this process and the development of the Master Plan.

## **V. Review 2014 Work Program Action Plan**

Recommended Action: Review Action Plan

Fern Nueno, Associate Planner, discussed the proposed schedule for the rest of the year, as well as the scope of work for the consultants. Each of the five proposed programs was outlined, starting with the Commercial Façade Improvement Plan. The Targeted Tenant Attraction Program, Design Guidelines, and Streetscape Plan and Wayfinding were briefly discussed in regards to timelines and presentation dates.

Ralph Rodheim discussed what the Balboa Village Merchants Association (BVMA) is planning with the silk flowers. Janis Dinwiddie and Terri Pasquale shared pictures of the existing streetscape, including the current garden pots, and the new silk flowers. Mr. Rodheim stated that this is just an informational item and he will continue to communicate with the BVAC regarding BVMA items. The plan is for live plants not be used, which will save the City money, and they could be changed out seasonally.

Kimberly Brandt discussed the Pilot Plant Program, which would encourage consistency among the garden pots being used and communication with staff.

Council Member Petros asked that the record reflect that Grace Dove, Central Newport Beach Community Association, arrived to the meeting.

Ralph Rodheim stated that City staff has put so much time and effort into the Village and that BVMA appreciates all the work.

**Action: The committee concurred with the proposed schedule.**

## **VI. Review Project Scopes of Work**

### **1. Design Guidelines**

*Recommended Action: Review and Finalize Scope of Work*

### **2. Streetscape Improvements and Wayfinding Sign Program**

*Recommended Action: Review and Finalize Scope of Work*

Brenda Wisneski, Deputy Community Development Director, discussed the scopes of work and the proposed plan of using consultants. The consultants will be provided with a framework, which they can use to design the best plan of work.

Council Member Petros added that it is critical to involve residents and allow them an opportunity to provide input.

Brenda Wisneski discussed the plans for improvement, including landscaping, community involvement, and coordination with Public Works.

Kimberly Brandt, Community Development Director, added that staff will select consultants and then return to the Committee.

Council Member Petros requested that an update on maintenance efforts be put on a future agenda.

Alison Ryffel stated that an email blast can be sent out to all members with the Peninsula Point Association Members and publications.

Ms. Wisneski concluded her presentation discussing the wayfinding and signage.

Committee Member Grace Dove added that she is frequently stopped by people asking for directions and that wayfinding is an important issue to address.

**Action: The committee provided direction to move forward with the scopes of work.**

## **VII. Public Comment**

Ralph Rodheim noted that Steve Beazley is currently present, representing the Balboa Theater, and that with the support of the community, there will be a theater in the future.

## **VIII. Adjournment**

There being no further business to come before the Balboa Village Advisory Committee, Council Member Petros adjourned the meeting at 5:17 p.m.

Next Meeting Date: Wednesday, April 9, 2014 4:00 p.m. to 5:30 p.m.

**The agenda for the Balboa Village Advisory Committee (BVAC) Meeting was posted on March 6, 2014, at 5:15 p.m. in the Chambers binder and on the digital display board located inside the vestibule of the Council Chambers at 100 Civic Center Drive and on the City's website on March 6, 2014, at 5:00 p.m.**